

CLUETT, PEABODY & CO., INC.

10 EAST 40TH STREET, NEW YORK CITY

ARROW

TIES
SHIRTS
COLLARS
UNDERWEAR
SPORT SHIRTS
HANDKERCHIEFS

October 12, 1942

Mr. Addison Taylor
Princeton Broadcasting Service
Princeton University
Princeton, N.J.

Dear Mr. Taylor:

Thank you for calling me Friday.
I was very happy to hear that the University
Store is going to tie in with our Arrow Newscast
program, and I am sure it will bring in added
interest and sales to the store as a result of
this tie-in.

Please keep in touch with reactions
to these programs, which might be incorporated in
the survey you are planning at the end of our
broadcasts.

I would like to have a recording of
the University Store commercials as soon as you
are able to obtain one.

Good luck on your good work !

Sincerely yours,

Alois Fabry, Jr.

Alois Fabry, Jr.
College Advertising

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